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From: Steven S. Rubin
Direct Dial: 212-895-2009

Date: January 19, 2005
Client/Matter #: 5598/89CIP

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1. Andrew J. Fischer	USPTO - Group Art Unit 3627	703.872.9326	703.306.5771 703.305.0292

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MESSAGE:

ATTORNEY DOCKET NO. 5598/89CIP

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Black, et al.

Examiner: Fischer, Andrew J.

Serial No.: 09/738,471

Group Art Unit: 3627

Filed: December 15, 2000

Title: TARGETED E-COMMERCE SYSTEM

Fax: 703.872.9326
Commissioner for Patents
P.O. Box 1450
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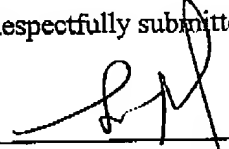
RESPONSE TO RESTRICTION REQUIREMENT

Sir:

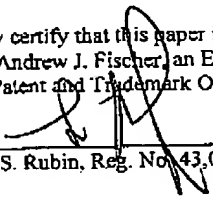
In response to the Office Action issuing a restriction requirement dated December 20, 2004, Applicants elects Groups I and II, which includes Claims 24-34. Applicants reserve the right to pursue the subject matter of the non-elected claims in one or more continuing applications.

Respectfully submitted,

Dated: 1/19/05


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I hereby certify that this paper is being deposited this date as a facsimile sent to Andrew J. Fischer, an Examiner in Art Unit 3627 of the United States Patent and Trademark Office at facsimile number: (703) 872-9326


Steven S. Rubin, Reg. No. 43,063

Date 1/19/05